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1920

The Seedsmen

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PUBLISHED BY



Home of our Office, Main Store, and Mail Order Dept., 620 So. Spring St., just one block from the Pacific Electric Bldg.



Our float in the industrial parade, 1919. More than 5000 packets displayed.

THE SEEDSMEN

AN ILLUSTRATED STORY READ IT.

The man who goes into the business of selling seed for the sole selfish purpose of making the most money out of it is not a conscientious seedsman. He is a trader who buys in the cheapest market regardless of quality and by fictitious values sells at a price out of proportion to the real worth, and too often the seed turns out to be not at all as it is advertised or represented resulting in much loss to the customer. It is because of such practice that the seed trade has suffered calumny, and is often regarded with suspicion so that a grower is apprehensive when he buys seed.

There are reasons for this apprehension. We will undertake to throw some light on the inside work, behind the scenes as it were, of the seed business.

There are in every town one or more merchants selling seed as a side line—it is one of the many household necessities that go to make up a general store. The proprietor knows nothing of the reliability of the seeds other than the label on the package. The customer buys, scarcely knowing any more, and may often be disappointed with the results obtained after a season of hard work—and he may have a feeling that the seedsman was dishonest.

PACKET SEEDS THAT GROW



Look for this case. If your dealer does not carry Aggeler & Musser Seed Co.'s packet seeds, request him to get them,

Co-Operation With Growers

Now, the truth is, there are comparatively few exclusive seedsman in the country. By seedsman, we mean men who have given years of hard application to learn the business. Unlike general merchandise that is bought from a factory and sold by label, or by its appearance, seed must be pedigreeed. The dealer must buy from a professional grower who knows what types of vegetables are wanted. Professional growers specialize; some in certain varieties of vegetables; some in assorted varieties, selected according to the soil and climatic conditions suited to each particular variety. Many growers specialize in flowers, others in grain and some in grasses. All have a reputation to make and to maintain if they would succeed. The seedsman know these growers and their reputation for reliability and are seldom deceived by them. The result is that seeds are becoming more and more reliable from year to year through this intelligent co-operation of seedsman and grower.



A Corner in Onion Seed

THE DUTIES OF SEEDSMEN

The seedsmen's duties do not end with the buying of seeds; he must educate the customer. Probably more than 75% of the errors and disappointments are because of the lack of knowledge on the part of the buyer who has seen good results of certain crops and fails to note the time of planting, climatic and soil conditions under which these crops were grown. He buys and plants the same kind of seeds, probably out of season and under his own conditions, which may be entirely different, with the result that there is whole or partial failure which he promptly attributes to inferior seed.

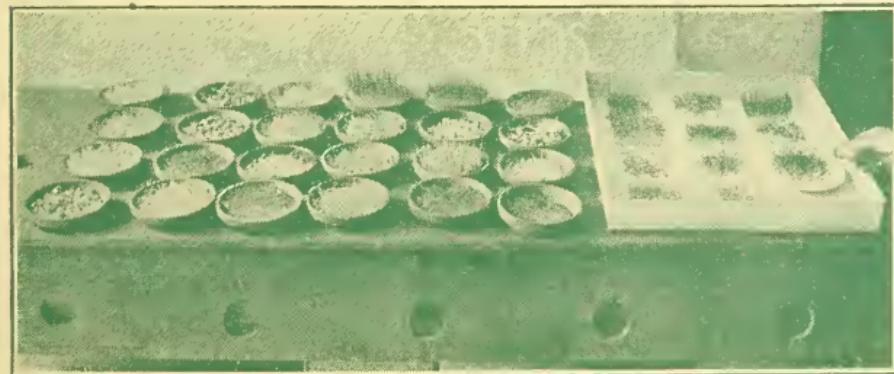
Therefore, it is the seedsmen's duty to safeguard the customers against such error by advising them to plant the right seed at the right time under right conditions.



THE CATALOG

Many seedsmen attempt to do this through the catalog, but the space is too expensive to enter into detail; therefore, tables have been compiled to cover all the general rules of planting, etc., but every rule has its exceptions, and no table can be compiled to meet all conditions. Here is an idea of some of the expense of the catalog. With postage at the rate of one-half cent for each ounce or fraction thereof, a seedsman will crowd to the limit of six ounces to obtain the three cent postage—a few words more may mean another page or two requiring an additional fraction of an ounce which requires an additional cent for postage; also additional expense for more paper and labor. Therefore, on one hundred thousand catalogs a few lines more means an additional expense of \$1000 in postage and approximately \$500 in paper and labor, a total of \$1500.00. This explains why seed catalogs are usually printed in small type and crowded at that.

SAFEGUARDS AGAINST CROP FAILURES



For Testing Seeds

We have with us a graduate from the agricultural college at Davis, whose duty it is to test all seeds when they come to us and again in six months a general test is made. You can write us at any time for a germination test on any seed you contemplate buying.

SEEDSMEN AS OBSERVERS

Very few people are interested in everything in the catalog, but many growers specialize on certain crops. In order to reach these growers with detailed information concerning these crops, up-to-date seedsmen have had printed circulars or bulletins on various subjects that these growers may have for the asking. The seedsmen, because of the wide scope of the work, is of necessity the greatest up-to-date observer or experimenter.

Reports come to him from many growers, often because of extraordinary success, but more frequently the failures are reported, and it is up to the seedsmen to know the cause of such failure. Here are some of the causes.

SOIL

Not chemically or physically adapted to the requirements of the crop.
Not properly prepared.
Too much or too little moisture.

CLIMATE

Variety planted out of its season.
Unseasonable weather.
Extremes of heat and cold.
Excessive rain or drouth.

CULTURE

Variety not adapted to conditions.
Improper planting.
Improper cultivation.
Improper irrigation.
Improper fertilization.
Inattention to insects and diseases.

SEED

Unwise selection of variety.
Inattention to purity and germination.
Indifferent about pedigree and source.

Thus every grower is the experimenter, the seedsmen the observer which gives them a wide range of practical knowledge from actual experience and education. This knowledge is passed along through the medium of the catalog.

CLEANING AND RE-CLEANING SEEDS

We have the most complete and best equipment in the city for cleaning and re-cleaning seeds of all kinds and of every description. At an expense of several thousand dollars we have installed three Clipper fanning mills, one suction cleaner, and the lately invented Myers Gravity Separator, which is the last word in seed cleaning machinery. It readily separates the good seed from the bad by a process of gravity. Every employee connected with the house has instructions to see to it that no unclean seed is allowed to pass. Therefore we request you to report to us any violation of these instructions.

SAFEGUARDS AGAINST CROP FAILURES



Mills of Every Size



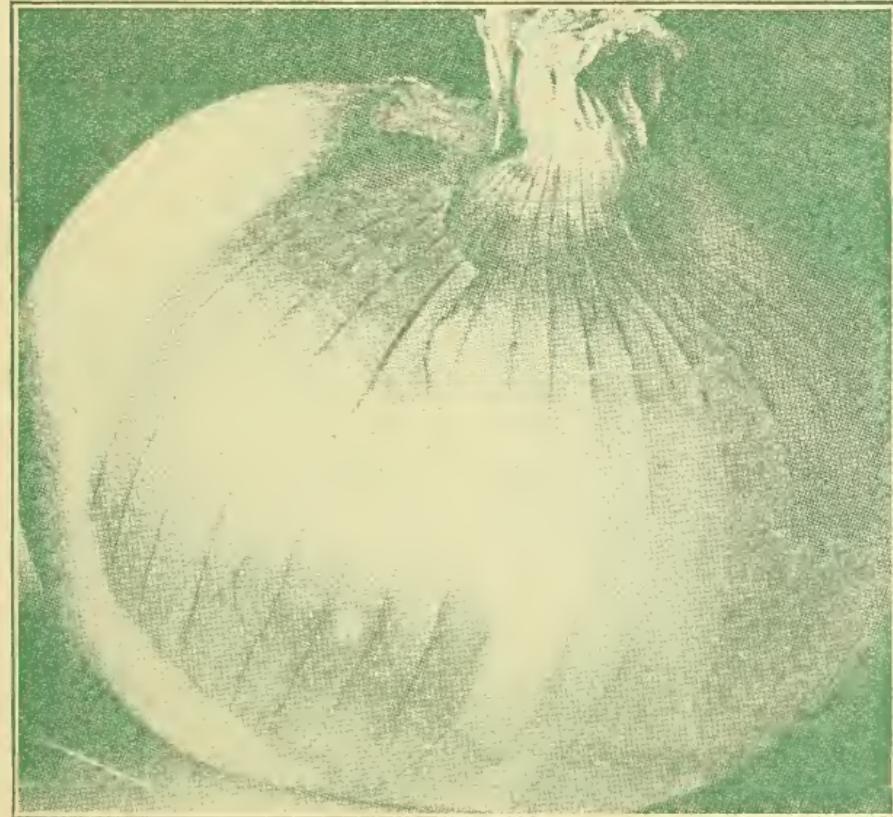
Warehouse and Mill

Our Warehouse and Mill, where all grain and beans are cleaned before putting in stock.

COST OF SEED

The customer often complains that the price he pays is out of all proportion to the price he gets for apparently the same article.

One dollar a pound for wheat sounds like a patent royalty, but no doubt the grower devoted several years in selecting and caring for a very small acreage until he had a commercial quantity. It is not convenient for him to clean, advertise and sell it through the mail in small quantities—he has not the time or equipment to do so. The seedsmen have all these; it is his business; therefore, he buys the grain at two-fifths of the selling price; re-cleans it, losing considerable in waste at a high proportionate expense because of the small quantity. It is then advertised at great expense, put up in small packages and sent out post-paid at \$1.00 per pound. If he has sold less than 1000 pounds he has lost money, for his advertising and other expense has been too great.



White Australian Onion, perfected after ten years of painstaking effort.

(Onion seed at \$5.00 or more per pound)

The price of onion seed, in common with the price of other varieties of vegetable seed, varies with the season, and will in a favorable season yield as much as 600 lbs. per acre or often as low as 25 lbs., with an established average of 200 lbs. per acre.

It requires two years to produce onion seed. One year to grow bulbs and another to produce the seed. When onions are selling at four cents per pound, it costs \$200 to plant one acre for seed, and the temptation is strong to sell the

onions rather than go to the expense and risk of growing seed, and wait another year for cash returns. Under such conditions a professional onion seed grower can be considered in no other light than an extraordinary philanthropist. He has contracted to grow seed and if responsible he must do so. It is a matter of record that irresponsible growers have ignored contracts and sold their bulbs.

When seedsmen buy seeds from professional growers they get clean seed and have no other expense, but when seedsmen buy from unprofessional growers at ten cents per pound and sell it at twenty-five and thirty cents the grower has a feeling that he has been unfairly treated. He does not consider that before thirty cents is obtained the seedsmen have had the expense and waste of cleaning, packing, clerk hire and often postage.

The public generally will prefer to buy seed from a grower at eighteen cents per lb. rather than to pay seedsmen twenty cents, believing that they have saved two cents per lb., when the truth is they have been greatly deceived because 10%, and often more, is chaff and dead seed, resulting in a poor stand and poor crop that cost just as much to grow as a good crop; besides, unclean seed is always more difficult to sow.

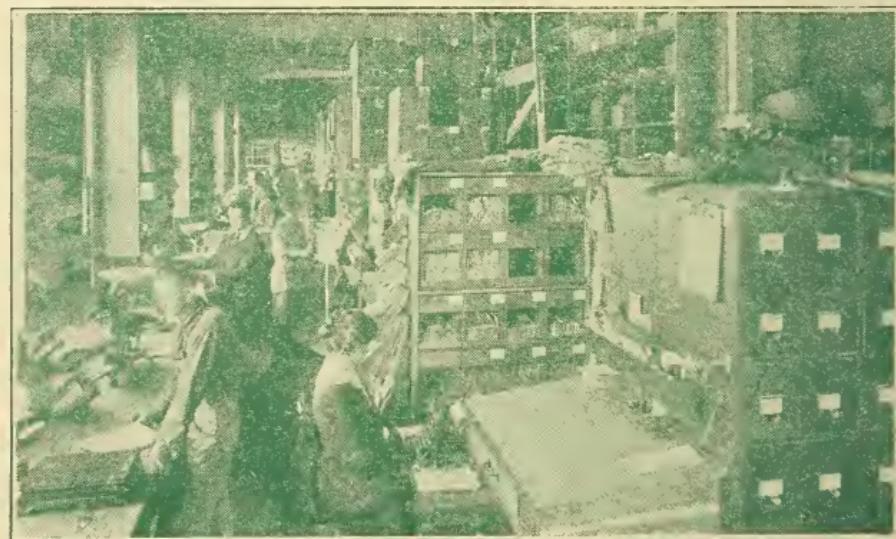


All Peas and Beans Are Hand-Picked

RELIABILITY OF SEED

Another feature is that a professional grower always rogues out all plants that are not true to the type of vegetables he is growing. An unprofessional grower never does this but often sells the best marketable vegetables, allowing only the unmarketable culs to go to seed with the weeds because he has not had time to destroy them.

An unprofessional grower has no reputation to maintain; often no responsibility, and too often grossly dishonest, misrepresents where variety cannot be distinguished by appearance in order to get the higher price of the better variety.



Mail Order Dept.

With a packet-filling machine having a capacity of 30,000 packets per day, they put up more than a million packets each year. To do this without error requires extreme system and efficiency.

A DISHONEST GROWER

We here publish word for word a correspondence we have had with a grossly dishonest unprofessional grower, omitting the name and postoffice, but the correspondence is in our files to be produced if need be:

"Aggeler & Musser Seed Co.

"I will have cantaloupe seeds "Pollock No. 25 grown at 120 acres and the cantaloupes in the neighborhood are the same variety and no big melons, the seed came from Colorado. Are you going to be in the market for seed of this variety this fall, if so, what price do you pay for them? I will have about a ton, or more, of seed. If this is of interest to you, be pleased to hear from you. Awaiting your reply.

Our Reply

"Mr.:

"Replying to your letter offering cantaloupe seed, would advise that we will be in the market for 500 lbs. Your description is satisfactory, but we never buy seed without having seen them growing. Our representative will be in your district in July and we will have him call on you and inspect the fields."

REPORT

"Aggeler & Musser Seed Co.:

"I called on Mr. in regard to seed. He did not have time to go out to the field with me so I went to a packing house and they told me Mr. had nothing to do with melons except to take culls from the packing shed for hog feed."

So the seed was to come from culls.

This particular incident is not an isolated case; they have come to us with such frequency that we are guarded and it is seldom that we are caught napping.

CAUGHT NAPPING

But here is an incident where a seedsman was disappointed. Several years ago he bought seed from a very respectable rancher who had extra fine casabas on the market. This seed proved very satisfactory. The following year he bought seed from the same man who represented it to be of the same purity as before. But it turned out to be hybridized with a musk melon which he had replanted where the casabas failed to grow. The result was that many growers lost money and the seedsman suffered in reputation.

DISHONEST SEEDSMEN

Any seedsman who will pursue a policy of carelessness in buying; or a policy of dishonesty in selling, cannot endure in business beyond a third, and possibly a fourth, year, for the reason that unreliable seeds have given them such unfavorable advertising that they have not money enough to offset it by misrepresentation in printer's ink; nor can they endure long enough to live it down.

SUCCESSFUL SEEDSMEN

Successful seedsman must first of all know their business. Must be honest so that their house will have a reputation for reliability. They must be educators so that their customers can buy intelligently.

Seedsman must be philanthropists because they not infrequently have opportunities to do the public a great service without reward.



Our Office

These clerks accomplish the enormous amount of work required with the aid of the Mechanical Bookkeeping Machine, Comptometer, Adding Machine, Stenotype, Dictaphone, Typewriter, Addressing Machine and Multigraph, all time and labor saving machinery.

Vegetables that Help

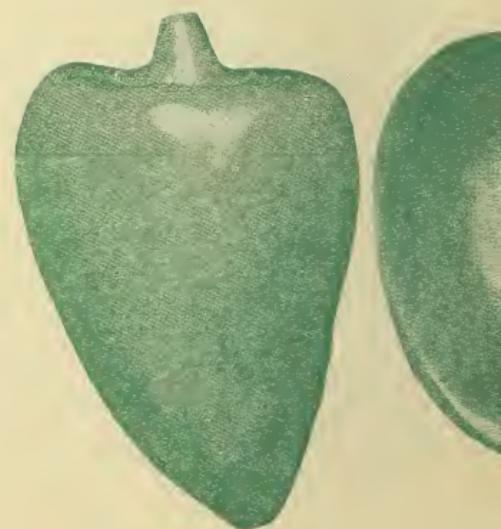
Los Angeles

Agricultural Co

United



Chinese Giant



The Pimiento as we im-
ported it in 1906.

Anaheim Chili
3/4 Actual Size
Worth \$1,000,000
Annually

It is Now a Big M

ed to Make
the Richest
County in the
States

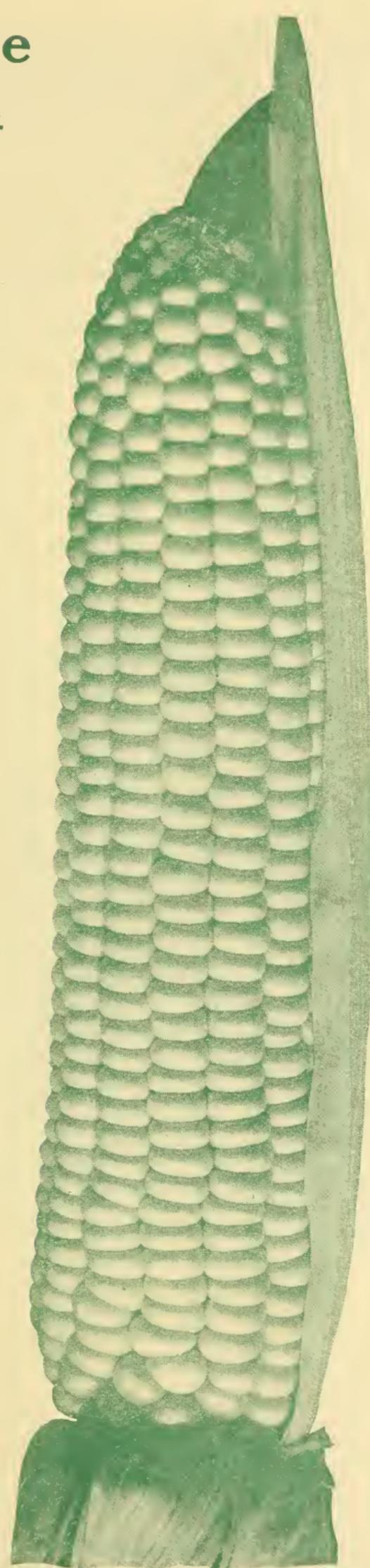


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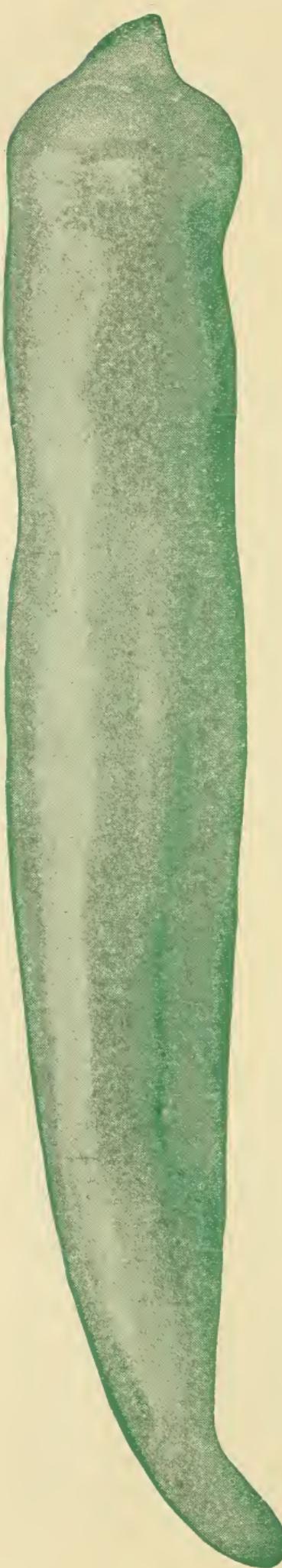
the Pimiento as we im-
d it.

Maker

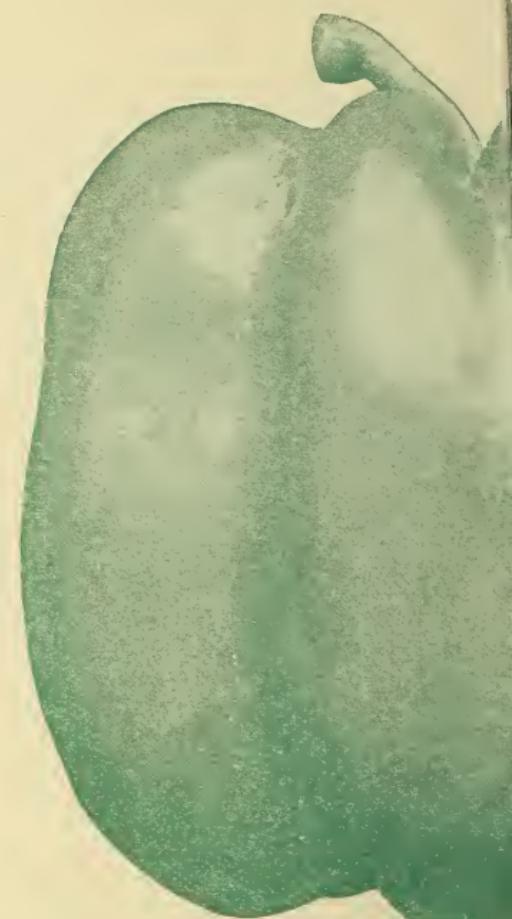


Oregon Evergreen Sweet Corn
Worth \$500,000 Annually

Vegetables that Helped Los Angeles Agricultural Co. United



Anaheim Chili
¾ Actual Size
Worth \$1,000,000
Annually



Chinese Giant



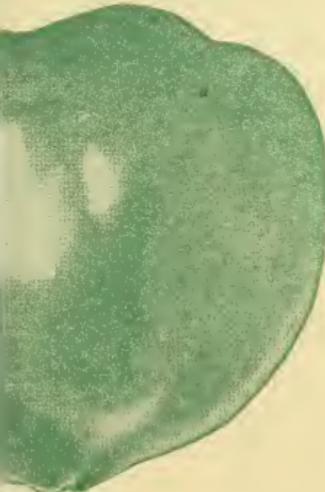
The Pimiento as we im-
ported it in 1906.

It is Now a Big

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the Richest
Country in the
States

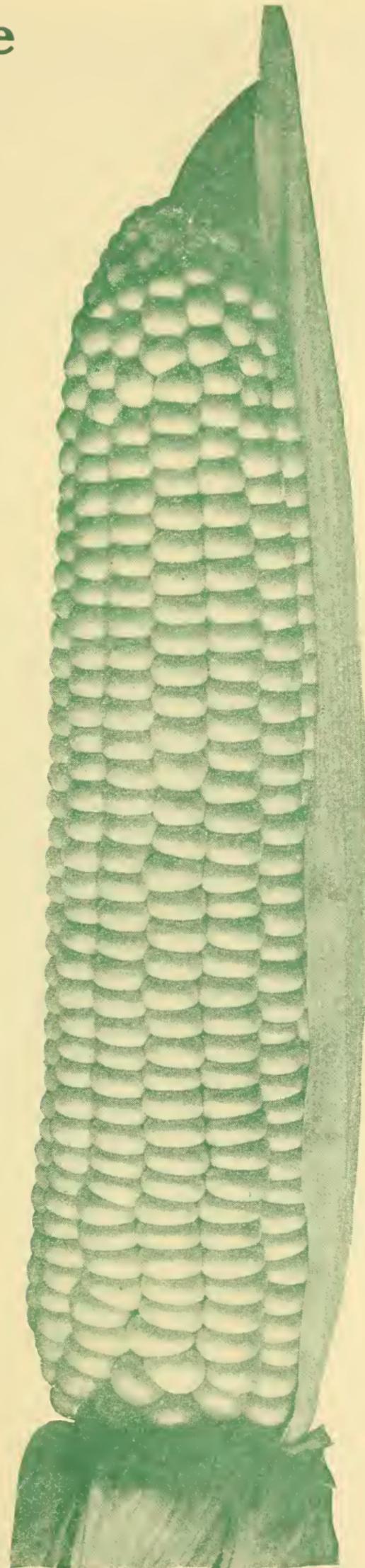


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the Pimiento as we im-
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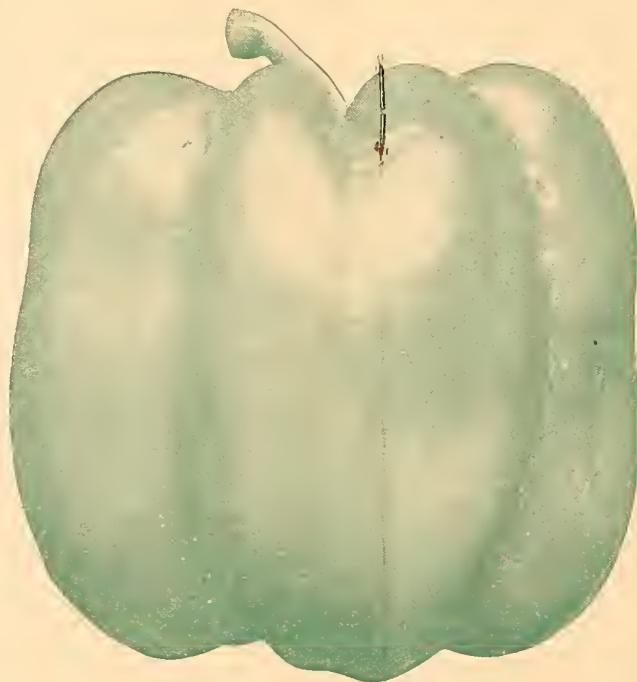


Gregor Evergreen Sweet Corn
Worth \$500,000 Annually

Vegetables that Helped to Make *Los Angeles the Richest* Agricultural County in the United States



Anaheim Chili
3/4 Actual Size
Worth \$1,000,000
Annually



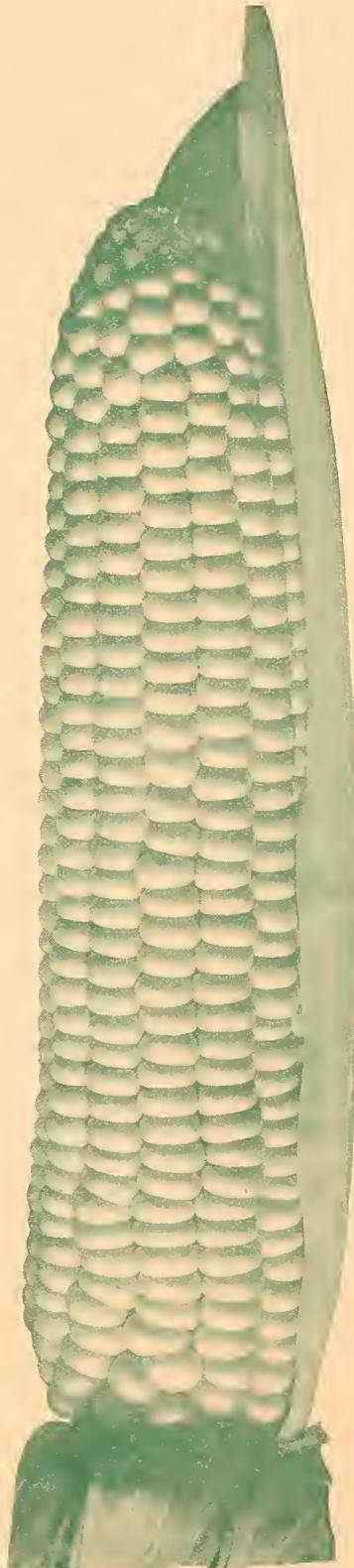
Chinese Giant Pepper



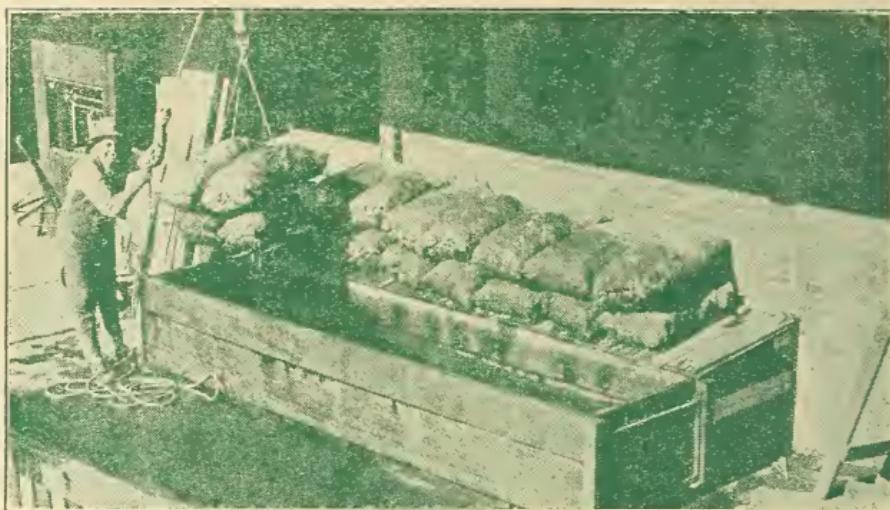
The Pimiento as we im-
ported it in 1906.

It is Now a Big Money Maker

The Pimiento as we im-
proved it.



Oregon Evergreen Sweet Corn
Worth \$500,000 Annually



Dipping Potato Seed SEEDSMEN'S EQUIPMENT

In order to best serve the patrons; to avoid inconvenience and losses, they must have facilities for fumigating and vats for dipping; seed testing facilities; seed cleaning facilities, and trial grounds. Observations and records must be kept—not only of their own trial plot but to the seedsmen every garden and every ranch is a trial ground from which they make their observations and get their experience, which is a never-ending round of work but always interesting, and in this connection is philanthropic work.



A Demonstration of Millets, Grasses and Sorghums

SEEDSMEN AS BENEFACTORS

All of this observation and experience is compiled in the catalog or in special circulars or bulletins which are always distributed freely to the public, whether customer or not, and always postpaid.

The agricultural departments of the several states and of the United States are doing all these things at great expense, and the expense to the seedsmen is in greater proportion but the benefits to the public are vastly greater because of the more liberal distribution of educational literature, and much of it without seeking any direct benefit.

COMPLIMENTARY

W. A. PATTON, Missouri

As I am almost 74 years old it would seem that I had lived long enough to have learned all there was worth knowing but since I came in possession of your twenty-sixth catalog, 1919, I am convinced there is still lots to be learned. I have concluded to take you at your word and keep your catalog for future reference, as it is a sure guide to the gardener.

THE SEEDSMEN ARE AMONG THE GREATEST UP-BUILDERS IN THEIR RESPECTIVE COMMUNITIES.

The year of 1918 Los Angeles County, California, was, according to the report of the agricultural department, the richest agricultural county in the United States.

Without doubt the largest factor in bringing this about is due to unselfish and painstaking work of seedsmen who within twenty years, either by discovery or by creation and selection, introduced by a system of education, often at great expense, such varieties and types of vegetables that have made it possible to ship them throughout the United States and elsewhere, adding many millions of dollars to the agricultural worth of Southern California; besides, establishing such a reputation that vegetables from Southern California are standard throughout the country.

By introduction of the Anaheim Chil and Pimiento Pepper alone her seedsmen have made possible the building up of vast canning and dried Chili industries which have added millions of dollars to the growers, shippers and canners. The same may be said of other vegetables, notably, Los Angeles Market Lettuce and Pearl Cauliflower.

Her seedsmen have added largely to the wealth of Southern California by growing many of their varieties of seeds at home instead of importing them.

We shipped the first carload of seed Lima beans grown in Los Angeles county, thereby starting an industry worth many hundred thousands of dollars to the growers of the county.

FAME ABROAD

One market gardener from Florida writes: "Why is it I can find no market in New York for my cauliflower after the California article arrives?"



Trimmed to Ship
Worth \$500,000 Annually

A WINTER GARDEN

Southern California is the winter garden for the northern and eastern United States, and it is due to her seedsmen as much as any other factor that the east have found it so.

During the strike of August 1919 of the several railway unions which declared they would starve Los Angeles into submission, Mr. Frank Wiggins, Secretary of the Chamber of Commerce, said: "They might as well try to starve a boy by locking him up in a pantry filled with jam." This remark was prompted by the fact that Southern California was at that time daily shipping out of its territory twenty carloads of surplus fruit and vegetables, and the cost of living while the strike lasted was appreciably lower. It was the outside that suffered for lack of their usual supply.

The seedsmen's part in this aggregation of wealth was the introduction of—White Rose Potato, Pearl Cauliflower, Los Angeles Market Lettuce, the Casabas, Golden Self-Blanching Celery, Watermelons and Cantaloupes. Each one of the above named items are every year being shipped east in thousands of carloads. Each item is worth a million dollars or more to the Southwest. Besides the above are

shipped thousands of carloads of mixed vegetables. The selection and introduction of these marketable types is due to the wide-awake seedsmen.



Pearl Cauliflower

Another buyer ordered a car of Los Angeles Market Lettuce and when the car arrived he opened it, examined the crates and wired back in disgust, "That he had ordered lettuce and not cabbage." Another examination revealed it to be Los Angeles Market Lettuce. To her seedsmen's credit is due for making possible such a reputation, and making possible the enormous financial returns from such crops as are each winter being shipped to the eastern consumer.



Los Angeles Market Lettuce Worth \$5,000,000 Annually

We experimented with a curled variety and developed this hard headed type that weighs more than two pounds per head. We shipped the first crate to a friend near Philadelphia, Pa. It arrived in perfect condition and kept good on ice for a period of three weeks, until consumed. We then introduced this as the Los Angeles Market Lettuce. It at once created a sensation with the growers, and later with the shippers, when they learned it would carry to the far east as well as cabbage. It is now shipped more extensively than any other vegetable.

CALIFORNIA LEADS

California at home is better supplied with greater abundance of choicest vegetables than any section in the United States. Her ranchers are growing the best crops with the least failures, and by the system of crop rotation the soil is being improved each year. For this, much credit is due to her seedsmen.



California Easy-blanching Celery

N O T I C E

FELLOW SEEDSMEN

We know it is a common practice for amateur planters to blame the seed and denounce the Seedman for every failure, whatever the cause.

The Potency of Propaganda

Would it not be a good plan to devote some space in the catalog to educational propaganda intended to promote a better understanding and thereby create a more kindly consideration toward seedsmen on the part of the grower.

A Suggestion

With this idea in mind we are mailing you this section of our Catalog to serve as a suggestion.

AGGELER MUSSER SEED CO.
LOS ANGELES, CAL.

IN SUMMING UP

Seedsmen must, if they would succeed—
Know their seed and the types they will produce.
Know how to grow them and grow what they can.
Know where to buy what they cannot grow.
They must clean, label and segregate beyond the possibility of mixture, all seeds in stock.

They must train their help to such a degree of intelligence that they will make no mistakes, and that they can aid the customer to an intelligent selection of seeds.

They must, by a system of education through their catalog and other printed matter, inform their patrons of every avenue to success and to avoid every road to failure.

Be unselfish when giving advice, guided always by the hope of benefit to the customer even at the sacrifice of a sale or of profit.

NO SEEDSMAN WILL SUCCEED—

Who will let their customer buy any certain variety of seed knowing that variety will cause serious loss.

Any seedsman who will be so selfish that in order to make a profit will knowingly substitute one variety for another is dishonest and the punishment will be the loss of one or more customers and more unfavorable advertising than a thousand dollars' worth of printer's ink will offset.

Seedsmen who do these things, innocently or ignorantly, had better study their business, or ignorance will bankrupt them. For seedsmen to deceive their customers, knowingly or unknowingly, is to invite disaster and may cause a loss to a community in one season of more than one million dollars.

THE UP-BUILDER

The seedsman must know how and where to buy about 200 varieties of garden seeds, about the same number of field seeds, twice as many varieties of flower seeds and unlimited varieties of plants. He must be able to advise their adaptability as to soil, climate and culture.

He must understand how and where to buy insecticides, sprayers, fertilizers and implements for every purpose and instruct when and how to use them.

The seedsman must know how to deal intelligently with each customer according to his agricultural pursuit, whether Gardener, Florist, Rancher or Nurseryman, whether Stockman or Dairymen, Shipper or Canner.

He must anticipate all their requirements and be able to advise on all agricultural subjects. He must lead and direct as well as follow.

The seedsman must search the world over for any new thing, select the more meritorious and introduce them intelligently.

His seeds must be clean, pure and of high germination and never disappoint a planter.

He must test all seeds, destroy all insects, remove all weeds.

Have a trial ground and demonstration plot.

He is expected to advertise intelligently. To write Bulletins on all subjects in order to safeguard his customers.

He publishes a catalog that costs a fortune; in it, tells all he knows and mails it free to several hundred thousand people.

The reliability of the seeds he sells are a source of much wealth and satisfaction to the grower.

His introductions are worth millions of dollars annually. His educational propaganda is of incalculable value.

A conscientious, painstaking, seedsman is an educator and up-builder in his community.



PEARL CAULIFLOWER

Notice the twelve-inch rule

Seed Planted June 1st, Marketed Dec. 1st

If you wish more information concerning these Money Makers, write for our 1920 catalog.

**Aggeler & Musser Seed Co.
Los Angeles, Cal.**